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A Study on the Impact of TV Advertising on Youth Buying Behaviour

(With Special Reference to Nainital District)

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Abstract

India is a booming nation with a variety of brands to choose from. Companies are finding it difficult to differentiate their products based on basic product attributes because there are too many products available in the market. Through advertising, businesses can generate awareness and differentiate themselves among their customers, and television is the best way to achieve this. Television is the most widely used medium for advertising to gain information regarding a product or service, and yet it is the most practical method of reaching out to young people. The current study was conducted on 100 young customers between the ages of 15 and 29 in the Nainital District, and data was collected through a well-structured questionnaire in order to determine the impact of television advertisements on their purchasing behaviour. The study conducted revealed that television advertisements have a significant impact on the buying behaviour of young consumers. The results of the study also indicated that these ads have a crucial role in introducing a new product and making better buying decisions for the family. 67% of youth seek advice from their family before going shopping. They believe that ads on television help them in making better purchasing or shopping decisions. Young people are motivated to buy a product when it is endorsed by a famous personality or celebrity.

Keywords: Advertisements, Television Advertising, Consumer Buying Behaviour.

Introduction

Nowadays, advertising plays a very crucial role in influencing customers to purchase goods and services. The main purpose of advertisements is to communicate the message of a producer or a marketer to its potential consumers. Advertisements raise awareness about the products and services while also playing an important role in the sale of goods and services. Since people spend more time on TV than any other medium, it is often referred to as "the king" of advertising media and remains one of the most effective ways to reach today's audiences. Through sight, colour, sound, and motion, television creates an effect. It gives access to millions and allows generating awareness quickly. Television has a significant effect because of its extensive potential as an audio-visual communicator. There is no doubt that television has a significant influence on human behaviour. Advertising has a significant impact on viewers because of the creative possibility of combining sight, sound, and motion through pictures, symbols, movement, colour, text, music, effects, and speech. Television appeals to both literate and illiterate audiences, which is one of the characteristics that differentiate it from other media.

A television advertisement promotes goods, services, ideas, and so on through the medium of television. Television advertising is considered one of the most effective and cheapest means of communicating a marketer's message to its targeted audience. It helps marketers to display and tell a large audience about their company, product, or service. It is a very common way to reach a large number of people in a short span of time. The presence of any kind of product on television can lend reliability to that business and allow a much larger audience to become aware of it. Marketers frequently use television advertisements to encourage the audience to buy things. Television advertisements are useful for introducing new products to the market and for convincing consumers to buy the products.

Advertising also helps the economy by encouraging consumers, including adults and children, to buy goods and services. Advertising today appears to be everywhere and ever-present, having a profound impact on people's daily lives. People are influenced by advertisements to purchase items by changing their perceptions of themselves. Attention-getting techniques used in television advertising include catchy and pleasant music, lyrics, bright colours, attractive animations, humour, and repeated messaging. Advertisements on television have a huge impact on the purchasing decisions of viewers than those in newspapers or on the radio.

Review of Literature

G Nirmala & Dr N. Panchanatham (2019)¹ in their study revealed that television advertisements play a significant role in persuading female consumers to buy cosmetic items, and that women, in particular, buy a greater number of cosmetic products not just to look good but also to gain more confidence. The study revealed that purchase decisions of women are greatly influenced by TV ads especially in the case of cosmetics products. Several factors influence their purchase decisions. Women in nuclear and joint families use cosmetics irrespective of their family type, and television have been found to influence women to buy cosmetics.

Yeshwanth Pabba, Balamurugan J, Gunnam Krishna Praveen & Vaigandla Sai Akhil (2018)² in their study concluded that individuals like to watch television advertisements for purchasing products. Students and their families together decide which products to buy, and they expect the product to be of the same quality as the one advertised on television. Students don't buy products that they don't want. They don't spend their time viewing products they don't need. The research also revealed that females are more influenced by television commercials than their male counterparts when it comes to purchasing decisions.

D. Shanthi and Dr Ashok Kumar. M (2016)³ found in their study that advertisements deceive adolescents by promising that the product will do something exceptional for them that will change their lives. The study's findings show that the buying behaviour of the respondents is greatly influenced by the residence of the respondents and their family income. TV commercials, on the other hand, were enjoyed by the girls, as they found them educational and entertaining.

Fatima and Lodhi (2015)⁴ in their study revealed that advertisements aid the company in creating awareness among its customers, and the ads can either positively or negatively influence customers' perceptions. People tend to judge the reliability and performance of a product by gathering information from advertisements. The insight into the quality of the product, its awareness, and consumer opinion drive the consumer's buying decision.

Hemanth Kumar (2014)⁵ concluded that marketing employees are continually evaluating patterns of buying behaviour and purchasing decisions in order to predict future trends. Having an understanding of how, when, and why consumers buy things is the study of consumer behaviour.

Siddiqui (2014)⁶ studied TV ads for UHT milk in Pakistan and found that the quality of the ads, celebrity involvement, and trustworthiness of the ads, as well as their repetition, influenced buying intentions.

Geeta Sonkusare (2013)⁷ looked at the buying habits of women when it came to a variety of FMCG products in Chandrapur city. The research focuses on a few FMCG products in Chandrapur. Chandrapur has a population of 3,21,036 (2011). As of 2011, the total number of women in Chandrapur city is 1,55,911. In her study, she concluded that the maximum number of female customers is attracted towards a product through

its marketing and advertising strategy, and Almost half of all female consumers are influenced by word-of-mouth in Chandrapur city. Residents spend over 2000 rupees on FMCG products every month.

Swati Bisht (2013)⁸ discovered that there is a positive relationship between purchasing and television advertisements with an emotional response. Commercials on television influences teen purchasing behaviour individually depending on their residential areas and gender.

Objectives of the Study

1. To find out whether advertisements provide viewers with information.
2. To know the role of celebrities in influencing the purchase decisions of young consumers.
3. To determine whether television advertisements affect the purchase decisions of youth consumers.

Research Methodology

A systematic approach of acquiring relevant data and interpreting the data in a structured and organised manner is essential to perform successful research, which covers the methods for gathering relevant data, analysing data, and interpreting the data in order to make relevant decisions. The current research was carried out among young customers aged 15 to 29 in the Nainital District, Uttarakhand. For the study, a total of 100 people were surveyed. The relevant data was collected using a convenient sampling method. Since the study is based on primary data, a self-designed questionnaire was used. In addition to primary data, secondary data was obtained from journals, magazines, textbooks, and the internet. The data was analysed using tables, percentages, and pie-charts. Also, the 5 point Likert Scale has been used.

Data Analysis

To begin with, an attempt was made to determine the youth's preferred source of information.

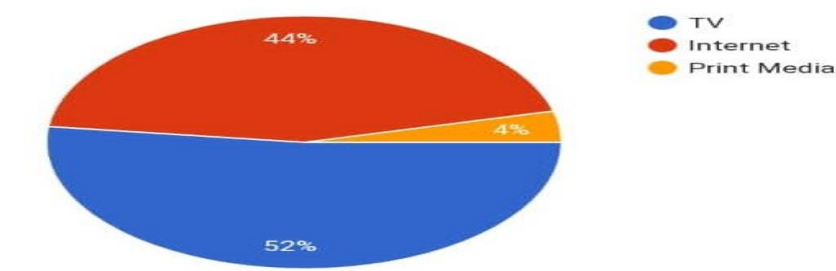
Table 1: The most preferred medium of advertising as a source of information according to the respondents

Most preferred source of information	Number of respondents	Percentage of respondents
TV	52	52%
Internet	44	44%
Print Media	04	4%
Total	100	100%

Source: Primary Data

Which advertising medium do you prefer as a source of information?

100 responses



As a source of information, television is the most used medium for advertising. In this survey, 52% of respondents believe that TV is the best way to receive advertising

information, while 44% prefer the Internet, and only 4% of respondents rely on print media for advertising information.

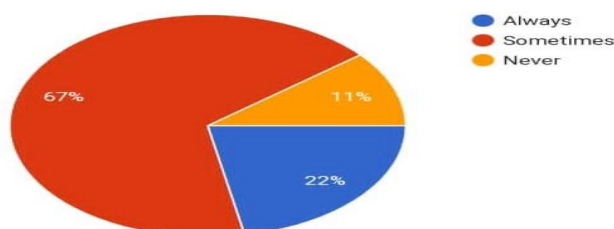
Table 2: The classification of respondents according to the advice they take from their family before going shopping

How often do you seek advice before shopping	Number of respondents	Percentage of the respondents
Always	22	22%
Sometimes	67	67%
Never	11	11%
Total	100	100%

Source: Primary Data

Do you seek advice from your family before going shopping?

100 responses



From the results, it was concluded that the majority of youth take advice from their family before going shopping. There are 67% of the respondents who sometimes take advice from their family members before going shopping, 22% of

the respondents always take advice from their family members, and there are only 11% of the respondents who do not seek advice from their family before going shopping.

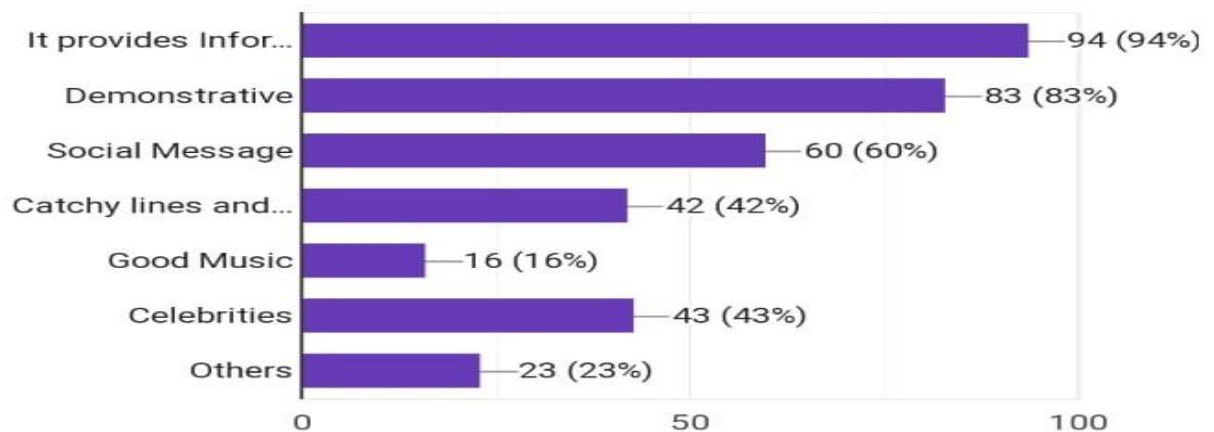
Table 3: Classification of respondents according to the main reasons they like an advertisement

Main reasons of liking an advertisement	Number of respondents	Percentage of the respondents
It provides information	94	94%
Demonstrative	83	83%
Social Message	60	60%
Catchy lines and slogans	42	42%
Good music	16	16%
Celebrities	43	43%
Others	23	23%
Total	100	100%

Source: Primary Data

What are the main reasons for liking an advertisement?

100 responses



94% of people like an advertisement because it provides information to the customer regarding an existing or new product in the market.

83% of the respondents like to view an advertisement because it is demonstrative and helps a consumer

know how to use a certain product or service.

60% of the viewers like an advertisement because of the social message it gives to society.

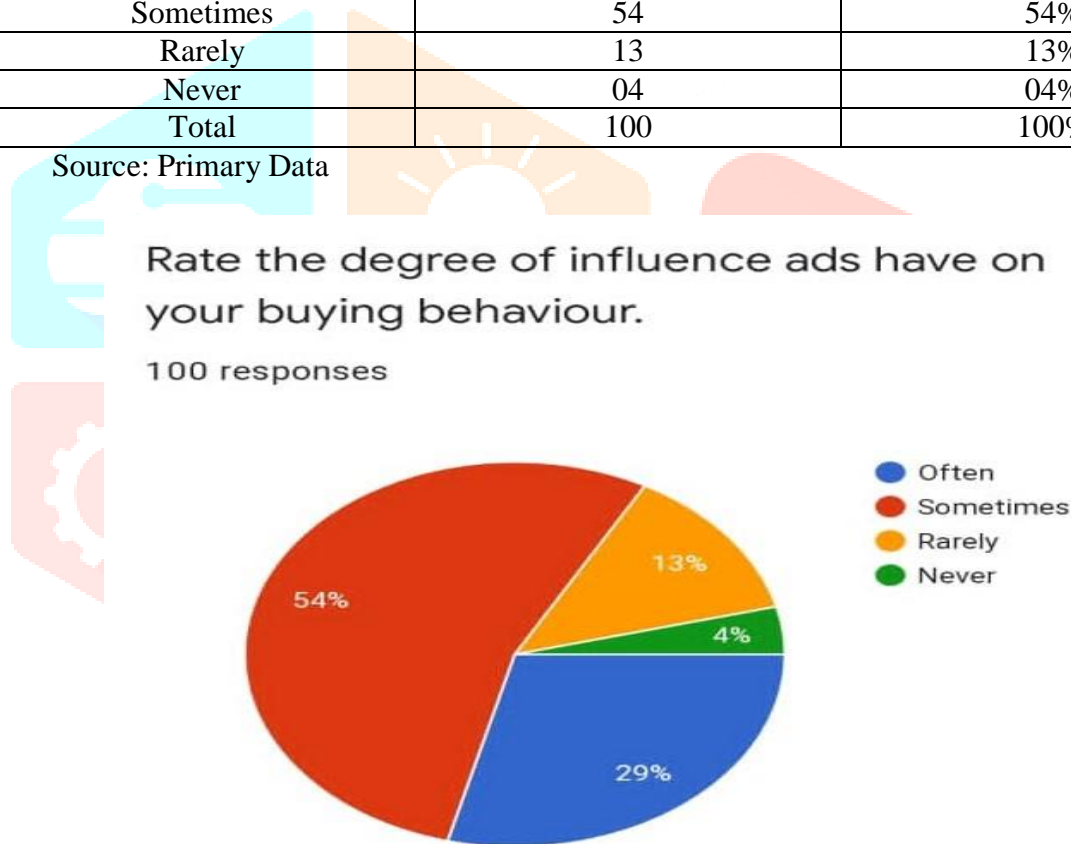
43% of the respondents like an advertisement featuring their favourite celebrity, whereas 42% of the respondents like an advertisement because of the catchy lines and slogans used in it.

There are only 16% of people who like to view advertisements because of their good music, and there are only 23% of the respondents who have their own reasons for liking an advertisement.

Table 4: Classification of the respondents according to the degree of influence ads have on their buying behaviour

Degree	Number of respondents	Percentage of the respondents
Often	29	29%
Sometimes	54	54%
Rarely	13	13%
Never	04	04%
Total	100	100%

Source: Primary Data



Commercials influence the buying behaviour of 54% of the respondents occasionally, but there are 29% of the respondents whose buying behaviour is frequently influenced by the advertisements.

There are only 13% of people whose buying behaviour is rarely influenced by advertisements and only 4% of people who are never influenced by advertisements.

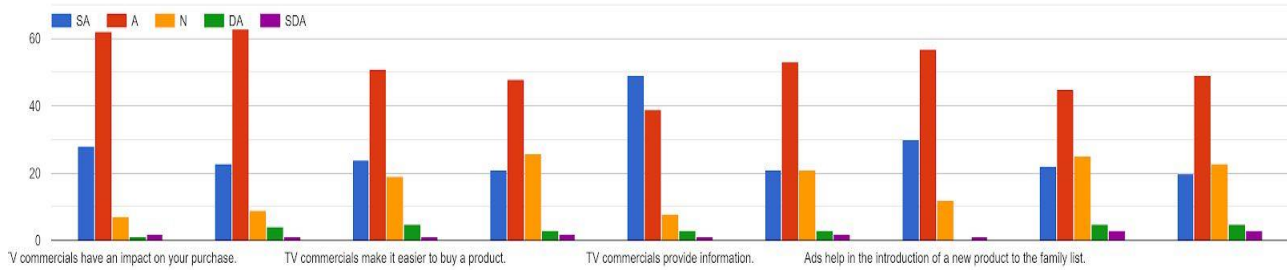
Table 5: Classification of respondents how much they agreed with certain statements (out of 100)

Statements	Number of respondents
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TV commercials have an impact on your purchase.	Strongly Agree- 28 Agree- 62 Neutral-07 Disagree-01 Strongly Disagree-02
You are more likely to purchase products whose advertisements you see on television.	Strongly Agree- 23 Agree- 63 Neutral- 09 Disagree- 04 Strongly Disagree- 01
TV commercials make it easier to buy a product.	Strongly Agree- 24 Agree- 51 Neutral- 19 Disagree- 05 Strongly Disagree- 01
TV commercials help in the selection of the best products.	Strongly Agree- 21 Agree- 48 Neutral- 26 Disagree- 03 Strongly Disagree- 02
TV commercials provide information.	Strongly Agree- 49 Agree- 39 Neutral- 08 Disagree- 03 Strongly Disagree- 01
Advertisements persuade you to purchase the advertised products.	Strongly Agree- 21 Agree- 53 Neutral- 21 Disagree- 03 Strongly Disagree- 02
Ads help in the introduction of a new product to the family list.	Strongly Agree- 30 Agree- 57 Neutral- 12 Disagree- 00 Strongly Disagree- 01
When it comes to shopping, TV commercials can help you make better decisions.	Strongly Agree- 22 Agree- 45 Neutral- 25 Disagree- 05 Strongly Disagree- 03
A celebrity endorsing a brand or product influences your purchasing decision.	Strongly Agree- 20 Agree- 49 Neutral- 23 Disagree- 05 Strongly Disagree- 03

Source: Primary Data

Please rate the degree to which you agree with the statement. (SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly Disagree)



The above table and graph shows that 62% of the respondents agree that TV commercials have an impact on their purchase and television commercials affect the purchase decisions of the respondents directly or indirectly. There are 28% of the respondents who strongly agree that TV commercials have an impact on their purchase, 7% are neutral towards this, 2% of people strongly disagree, and 1 % of people disagree to the statement.

The majority of respondents (63%) agree with the statement that they are more likely to buy products whose advertisements they see on television. Respondents seem to be influenced by the advertisements for the products they see on television. According to the study, 23% of the respondents strongly agree, 9% are neutral, 4% disagree, and 1% strongly disagree that they are more likely to purchase products whose advertisements they see on television.

According to the majority (51%) of the respondents, TV commercials make it easier to buy a product. 24% of the respondents strongly agree that TV commercials make it easier to buy a product. There are 19% who are neutral with this statement, 5% who disagree with it, and 1% who strongly disagree with it.

48% of the respondents agree that TV commercials help them in the selection of the best products. They were of the view that with

the help of television ads, they were able to make the best purchase of the product. 26% of the respondents are neutral towards the statement that TV commercials assist in selection of the best products, 21% of the respondents strongly agree, 3% disagree, and 2% strongly disagree that TV commercials help in the selection of the best products.

There are about 49% of the respondents who strongly agree that TV commercials provide information. TV advertisements provide information about the product to the respondents, such as the price of the product, its availability, and various features and benefits of the product. 39% of the respondents agree, 8% of the respondents are neutral towards the statement, 3% of the respondents disagree that TV commercials provide information, and 1% of the respondents strongly disagree that TV ads provide information.

A majority of respondents (53%) say advertisements have influenced their purchasing decisions. There are 21% of respondents who strongly concur with the statement, 21% who are neutral, 3% who disagree, and 2% who strongly disagree.

As per the results, 57% of the respondents agree that ads help in the introduction of a new product to the family list, and 30% strongly

agree that ads help in the introduction of a new product to the family list. Whereas, 12% of respondents are neutral and 1% strongly disagree with the statement.

45% of the respondents strongly agree that when it comes to shopping, TV commercials can help them make better decisions. 25% of the respondents are neutral towards the statement. 22% agree, 5% disagree, and 2% strongly disagree that when it comes to

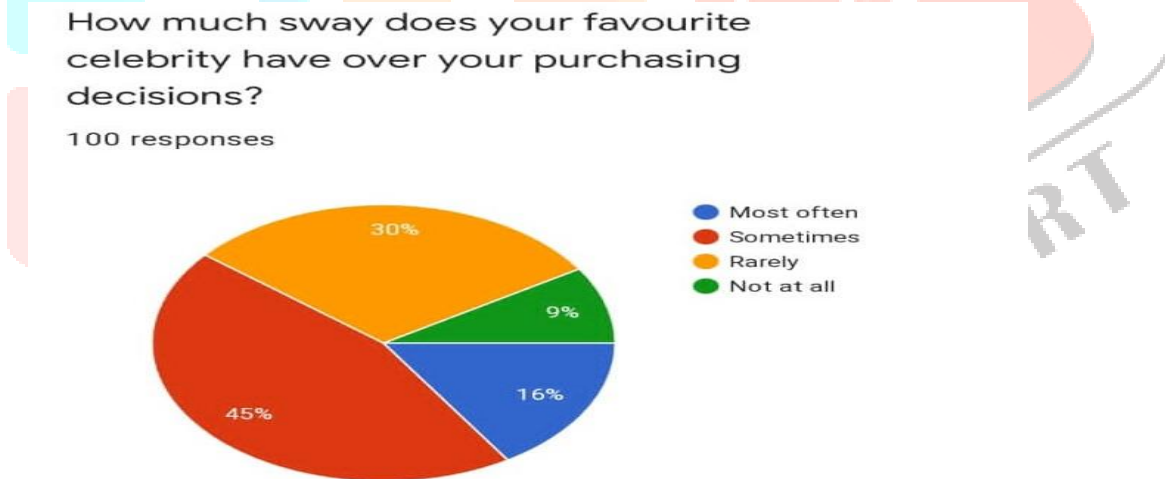
shopping, TV commercials can help them make better decisions.

According to the survey, 49% of the respondents say that celebrity endorsements influence their purchase decisions. About 23% of the respondents are neutral towards the celebrities endorsing a product, 20% agree, 5% disagree, and 3% strongly disagree with celebrities endorsing brands or products that influence their purchase decisions.

Table 6: Classification of respondents according to influence their favourite celebrities have over their purchasing decisions

Degree of influence	Number of respondents	Percentage of the respondents
Most Often	16	16%
Sometimes	45	45%
Rarely	30	30%
Not at all	09	9%
Total	100	100%

Source: Primary Data



From the survey, it was concluded that 45% of the respondents sometimes buy products endorsed by their favourite celebrities. There are 30% of the respondents who are rarely influenced,

Conclusion

Advertising and television together have become a very important part of our society in the modern world. Television advertising is the most practical way to reach any kind of audience whether literate or illiterate, whether kids, teenagers, young adults, middle-aged

16% of the respondents are often influenced to buy products endorsed by their favourite celebrities and only 9% of the respondents are not at all influenced.

people, or senior citizens. The study was carried out on 100 youths from the Nainital district of Uttarakhand. Based on the findings of this research, it can be concluded that television is the most preferred medium of advertising as a source of information among youths. Youths prefer to get information through television advertising, followed by the

internet. People like an advertisement because it provides information to the viewers regarding an existing or new product in the market; it is demonstrative and helps a consumer know how to use a certain product or service. Youths also like to watch an advertisement featuring their favourite celebrity and they are sometimes influenced by to purchase the product endorsed by their favourite celebrity. A majority of youth agree that advertisements influence their purchases by persuading them to purchase the advertised products, therefore convincing them to buy the offered goods.

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